

# Digital Inclusion 2021

## Case Study: Croydon

**Opama Khan**

Head of Digital Services, Access & Reach  
London Borough of Croydon

## Problem Statement

# How might Croydon Council provide better digital access for Croydon's most vulnerable residents?

Individuals who lack the digital skills or confidence, access to devices and connectivity to get online are isolated and excluded from the benefits of the internet.

We want to understand who these people are and what they need help with.

Our objective is to help residents get online in order to enable them to be more resilient and self-serve to meet their needs with the council's online services, and more broadly e.g. finding employment or accommodation, reducing isolation, accessing community support, managing finances and health, and more

# RedDoor Get Online workshops



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## Get online

FREE digital workshop for Croydon residents

### Learn how to...

- ✓ Get online and stay safe
- ✓ Create an email account and start sending emails
- ✓ Shop and bank online
- ✓ Use social media to stay in touch with family and friends

## Sanderstead Library

Farm Fields, South Croydon, CR2 0HL

Wednesday 30th October

1:30pm to 3:30pm

### Book your free place

✉ Send us an email  
[digital.workshop@croydon.gov.uk](mailto:digital.workshop@croydon.gov.uk)

📍 Visit or contact your local library.  
Ask the staff to help you book.

There will be more free workshops in all Croydon libraries, ask your librarian for more details.

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# Digital Skills sessions in New Addington



Dear Resident,

So much of today's day to day life depends on using digital technology, from booking tickets to paying bills. This can often seem confusing if you don't use a computer but we can help you get online and ensure you benefit from the internet. We can help show you a range of benefits including how to contact family members online for free, how to compare prices to get the best deals or how to keep up to date with local events.

As part of an LGA funded scheme, free digital skills training will be available to you if you are a resident in the following locations: Ashwood House Cedar House Beech House Chertsey Crescent

Personalised training will be offered to residents, including basic skills such as using email to more advanced training, depending on your needs. It will include an introduction to the council's My Account service and explain what advantages this service can offer residents when dealing with the council. All equipment is supplied so you don't have to bring your own but you are welcome to if you prefer.

Training for residents will begin in February 2020 and be available from week beginning 10/2/2020 in your communal lounge unless otherwise stated. See below to find out when your trainer will be available:

Beech House: Tuesday morning 9.30am-12.30pm

Cedar House: Tuesday afternoon 1pm-4pm

Chertsey Crescent: Thursday morning 9:30am-12:00pm (training will take place in New Addington Library)

Ashwood House: Thursday afternoon: 1pm-4pm

In exceptional circumstances, individual sessions are available on request which will take place in the final hour of the sessions.

To meet your trainer and book an initial session you can phone Dan (digital engagement and inclusion officer) on 07742405244 or attend the session in your allocated location at the time above.

LGA

# Digital Inclusion Project



The residents in this project all live in sheltered accommodation blocks in New Addington, one of the most deprived areas in Croydon. They were part of a year-long pilot outreach programme to help them develop their digital skills with a combination of face to face and remote sessions on a 1-2-1 basis supported by a Digital Inclusion Officer from Croydon Council.

Here is a snapshot of their digital journey highlighting their initial challenges and learning goals, and where they got to at the end of the programme.

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## Getting started

- Target audience – we selected the audience from our among our most vulnerable residents, living in Sheltered Housing blocks in New Addington
- Appointed a digital inclusion officer to deliver training to residents on a one-to-one or in small groups within the community spaces at each block
- Devices – provided by the council. We purchased Chromebooks with touch screens as well as a keyboard and mouse so residents to get a flavour of various features.
- Connectivity – initially mobile hotspot, then free Wi-Fi in communal lounges

## Resident challenges

- Survey of residents – 81 door to door surveys conducted in the sheltered housing blocks to understand resident needs
- Baseline survey results
  - limited access to hardware or affordable connection
  - low levels of digital literacy
  - lack of trust or confidence
  - difficulty in retaining information
  - worries about cost and security

## Supporting Digitally Excluded Vulnerable Residents During Covid-19

- Face to face sessions paused in March 2020
- Increased isolation and exclusion
- Greater need to help residents get online and use online resources and services during lockdown
- All topics that we planned to cover during our physical sessions needed to be delivered with greater urgency
- Need to provide support remotely
- The seemingly ideal solution of remote sessions were just not possible due to residents'
  - Lack of understanding of digital technology
  - Lack of connections
  - Lack of devices

## The user need during lockdown

- How to get online
- How to connect to the internet
- Accessing information online
- Setting up and using email
- Staying safe online
- Making video calls
- Shopping & banking online

## Post-Lockdown 1: A better position

- Laptops, tablets and phones
- Distribution of smart phones from ClearCommunityWeb as well as recycled Council laptops
- Wi-Fi installed into blocks
- Socially distanced learning
- Focus on video learning in second lockdown
- Using [Learn My Way](#) and [BT](#) support material





## Josephine, age 72

### Retired woman

Josephine enjoys socialising. She had some previous digital experience and wanted to develop her skills and knowledge of the internet. She was able to use the internet on her phone in the communal lounge with some support. Josephine was on the scheme for 10 months, and although she didn't practice very much, she was more confident when paired with another learner for basic study using the Learn My Way website.



Get online

Accessing Wi-Fi

Internet basics



## George, age 84

### Single man who lives alone

He enjoys football and watching the news. At the start of the pilot, he had no previous digital experience despite having Wi-Fi in his flat and a new laptop. He also received a Google phone from Clear Community Web. George was keen to develop his on-line skills for shopping, to keep in touch with his family, to be able to report repairs and for general entertainment. He was on the pilot for 12 months and is now an independent learner who only needs occasional support.



Basic training

Internet basics

Email basics



## Margaret, age 77

### Retired woman

Margaret is a keen church-goer. Her experience was very limited, and she was keen to find out how digital resources could benefit her. She had Wi-Fi in her flat and her own phone and was also given a decommissioned laptop by the council. Margaret was on the pilot for 12 months and made great progress. She has a basic grasp of the internet, has participated in video calls and has also started independent learning through Learn My Way.



Email basics

Internet basics

My Account training



## Luke, age 77

### Retired single man

Luke has physical health issues. He understood the basic use of a smartphone but wanted to further develop his skills. He had Wi-Fi in his home and received a decommissioned laptop from the council. He also received a small tablet from Clear Community Web which he shared with his carer. Luke was on the pilot for 12 months and whilst his progress was slow, he benefitted from being paired with another resident to work on Learn My Way and also received support from his carer.



Get online

Email

Internet basics



## Violet, age 94

### Retired administrator

Violet worked as an administrator and is involved in her local church. She had some basic experience of using the internet, e.g. emails but did not have a full understanding of how to use a browser and relied on links. She wanted to broaden her skills and learn how to order her grocery shopping and renew her TV license online. Violet had a PC and received a smartphone from Clear Community Web. She was on the programme for 3 months and began to learn how to use a smartphone and was able to send texts.



[Zoom training](#)

[Shop online](#)

[Internet basics](#)



## Rejoice, age 60

### Single woman who works in care

Rejoice uses digital technology on the phone for work purposes. When we met Rejoice her aim was to get a better understanding of social media and how to use a computer for work. She had a decommissioned laptop from the council and was able to access Wi-Fi through her mobile hotspot or within the communal lounge. We worked with Rejoice for 12 months and she made good progress. She is now able to learn independently through Learn My Way with an occasional check in to support her where needed.



[Get online](#)

[Email basics](#)

[Internet basics](#)



## Deborah, age 60

### Retired woman with disabilities

Has Wi-Fi in her flat but had made little progress getting online due to health issues. When we met Deborah she had no experience of getting online but wanted to learn how to use the internet for shopping, booking services and for entertainment. Deborah took part in LGA pilot for 10 months and will receive a reconditioned phone from Clear Community Web.



[Get online](#)

[Watch TV](#)

[Shop online](#)



## Sally, age 79

### Retired woman

Sally enjoys going to church. She had WI-Fi in her flat, a decommissioned laptop from the council and a basic grasp of how to use her mobile phone. The key aims for using the internet were to watch the news and keep in touch with her family. Sally began independent learning developing some knowledge of the internet and participating in video calls. However, as she suffers periods of despondency and feels quite isolated, she does need continued support.



[My Account training](#)

[Online banking](#)

[Skype training](#)

Get online 

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# Digital learning guide

Issue 1  
Helping you get online

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# Digital learning guide

Issue 2  
Using the internet and communicating online

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# Digital learning guide

Issue 3  
Software, systems and apps



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# Helping you get online

This guide is to help and support you get online. There are lots of benefits to being online. You can keep in touch with people, do your shopping, banking and much more.

## What online means

Online means being connected to the internet. If someone says they are going online, it means they are going to use the internet.

The internet is a large library of digital information. It's made up of websites with web pages. Websites can be virtual shops, services and entertainment you can access from anywhere.

### Channel 4 website



## Things you need to get online

To get started online you need a **digital device** and **internet access**.

### A digital device is a:

- smartphone
- tablet
- laptop
- desktop computer

You can take phones and tablets around with you. Laptops are bigger, but you can take them with you in a laptop bag. Desktop computers are for homes and offices.

### Internet access

- lets you use the internet

### Digital device Desktop computer



### Digital devices Tablet and smartphone



### Digital device Laptop

# Connecting to Wi-Fi

Your device will know that Wi-Fi signals are available. How you connect to Wi-Fi depends on what system your device uses. You can learn more about 'device systems' in Issue 3 of this guide.

## There are three main systems for phones and tablets:

- iOS (by Apple)
- Android (by Google)
- Windows (by Microsoft)

**i** The example below is for an Apple phone or tablet. It may be different for other devices.

## To connect a phone or tablet to Wi-Fi

**1** Tap on the settings icon.



▼ Apple    ▼ Other devices

**2** Tap on the Wi-Fi icon.



**3** Make sure the Wi-Fi is turned on.



**4** Tap on the Wi-Fi name you want to use.

Enter the Wi-Fi password if you are asked for one. (See the information about Wi-Fi passwords in this guide.)



**Please note** when your phone is not connected to Wi-Fi it will use your internet data if you have it.

**i** The example below is for Windows (by Microsoft). It may be different for other devices.

## To connect a laptop or computer to Wi-Fi

### There are two main systems for computers and laptops:

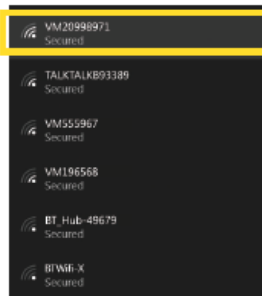
- Windows (by Microsoft)
- macOS (by Apple)

**1** Click on the Wi-Fi icon. It will be at the bottom right of the screen.



▼ Wi-Fi icon

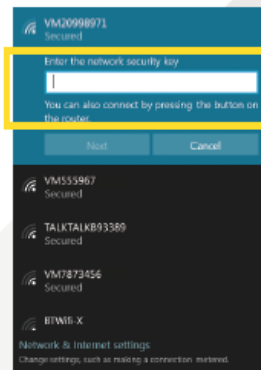
**2** Click on the Wi-Fi network name you want to use.



**3** Enter the Wi-Fi password if you are asked for one.

If you see the word 'secured' it means you will be asked for a password.

See the information about Wi-Fi passwords on page 7.



# Communicating with people online

Communicating online can help you keep in touch with friends and family. If you live on your own, or you don't have friends and family nearby, this can help you feel less alone.

## Email

A popular way to communicate with people online is by email. Email lets you write and send messages to people. You can also receive messages from people. You can use email on all devices.

To send and receive emails you will need an email account. You can get free email accounts from Google, Microsoft and Apple. Their email accounts are called:

- ◆ Gmail (Google)
- ◆ Hotmail and Outlook (Microsoft)
- ◆ Apple Mail (Apple)



To get a free email account, you will need to create a username and a password. These must be kept safe because you cannot use your email account without them.

If you need support to get an email account, you can contact your Digital Engagement Team who will be happy to help. The contact details are at the end of this guide.

## Social media

Social media means websites and apps that let you communicate with people online quickly. You can send and receive messages, share pictures, videos. Some social media lets you make phone calls and video calls.

### WhatsApp

WhatsApp lets you send and receive messages, pictures and videos.



You can make free phone calls and video calls too. You can call people in the UK or in other countries. Please note you need to be connected to Wi-Fi or mobile internet to use WhatsApp. Also, when apps use mobile internet it uses your mobile data too, which costs.

### Facebook

Facebook lets you create an online page with information about yourself. This is called a profile page. You can add messages, pictures or videos to your profile page. These are called 'posts'. You can also invite people to view your profile page and posts. The people you invite are called 'Facebook friends'.



Facebook also has an app called 'Messenger'. This is like WhatsApp.

## Video meeting apps

Video meeting apps lets groups of people have face to face meetings online. To use a video meeting app, you need a device with a built-in camera and microphone.

Popular video meeting apps are:

- ◆ ZOOM
- ◆ GoToMeeting
- ◆ Microsoft Teams
- ◆ WhatsApp
- ◆ FaceTime



Read our Zoom quick guide on the next page.

# Software, systems and apps

This guide is to help you learn about software and hardware, the systems that make devices work, and what apps are.

## Software and hardware

You may have heard the words software and hardware before.

**Software** is the programs on devices. You cannot touch software.

**Hardware** is a device or equipment for a device. You can touch hardware.

### Examples of hardware are:

- ◆ phone and tablets
- ◆ laptops and computers
- ◆ keyboards and printer



## Device systems

All devices use systems to make them work. This is called an operating system. Your device comes with an operating system on it. Apple, Google, and Microsoft all have their own operating systems.

For **phones** and **tablets** the three main operating systems are:

- ◆ iOS (by Apple)
- ◆ Android (by Google)
- ◆ Windows (by Microsoft)



For **laptops** and **computers** the two main operating systems are:

- ◆ Windows (by Microsoft)
- ◆ macOS (by Apple)

## Apps

Apps is short for applications. Some apps are on your device when you get it. You can put more apps onto your device.

### Downloading apps to phones or tablet

Downloading apps means getting apps from the internet and putting them onto your device.

**Please note** not all apps will work on all devices.

### To download apps onto an:

- ◆ Apple phone or tablet, you will need to use the App Store
- ◆ Android phone or tablet, you will need to use Google Play

The App Store and Google Play will already be on your device.

See the picture below of the App Store and Google Play icons.



Apple App Store icon



Google Play icon

### Types of apps

There so many useful apps you can download onto your phone or tablet. For example there are apps to:

- ◆ check bus times and bus routes
- ◆ listen to music
- ◆ help you keep fit
- ◆ play games

Most apps are free, but there are some you need to pay for. A lot of free apps have adverts. The apps you need to pay for do not have adverts.

Some apps need the internet when you use them, some apps do not. For apps that need the internet, you will need to use Wi-Fi or internet data. (See Issue 1 of this guide for information on Wi-Fi and internet data.)

Please note when apps use internet data, this costs money.



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Download our digital learning guides here: <https://bit.ly/2SNEsbH>

# Our journey

**1. What does vulnerable mean?**

**2. Stakeholder interviews**

**3. Confirm key user groups**

**4. Resident / User interviews**

**5. Develop Personas & define user needs**

# Definition of vulnerable

- Based on the digital inclusion scale developed by the Government Digital Service (GDS), we agreed to explore the following user groups in our research:
  - Older people
  - People on low income
  - Unemployed people
  - People in social housing
  - People with disabilities
  - People with fewer educational qualifications; excluded/left school before age 16
  - People living in rural areas
  - Homeless people
  - People where English is not a first language

The Index of Multiple Deprivation 2019, shows that the same digitally excluded user groups are also likely to fall into the deprivation domain:

- Income
- Employment
- Education, skills and training
- Health deprivation and disability
- Crime
- Barriers to housing and services
- Living environment

# Our priority groups

- Over 60's
- People & families on low income (with school aged children accessing home schooling)
- Unemployed people
- People in social housing
- People with disabilities
- People where English is not a first language
- Micro businesses & small business owners



## Tony

unemployed, living in social housing

I need ... improved digital skills to enhance employment chances

Tony 45-54yrs, recently become unemployed, due to COVID. Previously worked as a builder for 25 years. Lives with wife and 3 kids. White. Uses internet for social media, does online banking. Doesn't do online shopping, because doesn't trust it

### Goal

Would like to learn new skills online, but doesn't trust online facilities

### Motivation

Gain new employment and make better use of the internet

### Tools and activities

Currently has a smartphone, but would like a tablet or laptop to enable him to do online courses and carry out basic functions on a device other than a smartphone

### Who they interact with

Friends at the local pubs. Uses Facebook and WhatsApp to communicate with friends and relatives

### Blockers

Uses digital skills to socialise. But would like to improve his digital skills to enhance their employability options

### Frustration

Feeling a bit lost and unfulfilled, as has only ever done manual jobs and now having to learn new digital skills as a mature person



## Tony User Needs

Tony 45-54yrs, recently become unemployed, due to COVID. Previously worked as a builder for 25 years. Lives with wife and 3 kids. White. Uses internet for social media, does online banking. Doesn't do online shopping, because doesn't trust it

As a	job seeker
I need to	have access to a laptop or tablet
So that	I can access the online job market

As a	job seeker
I need to	improve my online skills
So that	I can enhance my employment opportunities

As a	job seeker
I need to	build my digital skills
So that	I can do online courses

# Discovery findings - user research & stakeholder interviews

1. Training & support – skills support would help to increase users' confidence when using the internet
2. Trust - As the issue of trust is as a result of lack of awareness, the provision of training should help address residents' fears to enable them gain the trust they need to use internet
3. Device availability - identified as one of the key needs through resident user research interviews
4. Connectivity/internet access - As the issue of trust is as a result of lack of awareness, the provision of training should help address residents' fears to enable them gain the trust they need to use internet

# Discovery and an approach for the whole borough

We will develop an action plan to deliver Digital Inclusion support for priority vulnerable groups focusing on:

- Access to Digital Skills
- Access to Digital Connectivity
- Access to Devices

Next steps:

- **Additional research** into size of each priority user group and how best to reach them
- **Funding sources** including external grants and crowdfunding schemes
- **Collaboration with key partners**

# Increasing digital inclusion for everyone

Use this toolkit to find and share information about tackling digital exclusion in your community. Contribute your own findings and learn from the experience of others.



## Developing a digital inclusion programme

How to identify your users, get buy in for your project, win funding and support other organisations to do digital inclusion work.

Chapters: 4

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## Helping individuals

Understanding the barriers people face to getting online, tablet lending schemes, providing affordable equipment and connectivity.

## Delivering a digital inclusion programme

Information on delivering different aspects of a digital inclusion programme, including training and device lending schemes.

Chapters: 5

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## Helping businesses and organisations

Skilling up employees, creating an internet presence and GDPR compliance tips.

## What we want to do

Digital inclusion plays a vital role in ensuring people who may be vulnerable and socially isolated are not further disadvantaged by the restrictions imposed by the Coronavirus pandemic.

This toolkit serves as a how-to guide on strategies that can be used when tackling digital exclusion in our communities. Drawing initially on the combined experience and learning of Leeds and Croydon councils, the toolkit is a shared resource for any council or organisation, where you can learn from others as well as contributing your own experience.

## How to contribute

Your ideas, opinions and knowledge are needed to help grow this toolkit.

You can join in by using the chapter discussion pages, or talk to us about submitting new content.

[Send us a message](#)

## Toolkit collaborators

This Toolkit is a collaborative project funded by the Ministry of Housing, Communities & Local Government. Find out more [about the Toolkit project](#).



